

# Amsterdam University Press

**AEUP** Association  
of European  
University Presses

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Amsterdam  
University  
Press

# Amsterdam University Press

- High quality, peer-reviewed publications for academics and students in English
- Non-fiction house for the Dutch general public
- >500 monographs available in Open Access
- >1800 book titles in print
- 2017: 12 journals, 90 monographs for academics, 6 textbooks and 70 trade publications
- Turnover 2016: 2,6M; 15 staff, Budget 2017: 3,2M
- Established in 1992, owned by the University of Amsterdam

# Business Model Academic Monographs

Simultaneous use of:

- Traditional Model
- Delayed Open Access
- Open Access upon Publication

Challenges:

- Steady decline in average sales per title
- Growing number of titles
- Library budgets under pressure
- Budgets for monographs even more under pressure

# Business Model Academic Monographs

- Investments have to be recovered through sales and/or contributions by funders and stakeholders
- Both authors and publishers wish to reach as many readers as possible
- Many presses choose to have a printed as well as a digital version for all publications
- Open Access is a possible solution if common sense criteria are met

# Academic Monographs

## Overview

<b>year</b>	<b>#publ</b>	<b>#signings</b>	<b>in pipeline</b>
<b>2017</b>	<b>38</b>	<b>58</b>	<b>314 (Q1 – 2017)</b>
<b>2016</b>	<b>67</b>	<b>149</b>	<b>287 (Q4 – 2016)</b>
<b>2015</b>	<b>76</b>	<b>146</b>	<b>213 (Q4 – 2015)</b>
<b>2014</b>	<b>48</b>	<b>165</b>	<b>146 (Q4 – 2014)</b>
<b>2013</b>	<b>51</b>	<b>39</b>	<b>33 (Q4 – 2013)</b>



# Academic areas we specialise in

- Film, Media & Communication
- History
- Asian Studies
- Social & Political Sciences
- Linguistics & Language Studies



# Marketing

- Sending direct mail campaigns (newsletters)
- Including title information in relevant catalogues
- Listing titles on our website
- Usage of Social Media, Kudos
- Promoting at relevant academic conferences
- This includes the marketing efforts of our partners and representatives in the US and Asia.

# Sales

Main market: Scholars/academics/specialists

*North America & Canada (50%), Europe (35%), Asia (15%)*

Reached through: 'Metadata' and 'Sales Agents'

## **Metadata 'Data about Data':**

- Discoverability through repositories, research databases, ebook platforms, such as JSTOR, EBSCO, Proquest/Ebrary/EBL.

## **Sales Agents & Distribution:**

- North America & Canada: University of Chicago Press
- Europe, Asia: NBN
- Asia: China, Japan and India



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# Amsterdam University Press

Making publications on current research and on socially relevant matters available to scholars, innovators and the general public

Thank you!

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